TECHNOLOGY | MARKETING | PROFESSIONAL DEVELOPMENT

Mobile Marketing

Today online access is greater from mobile devices than desktop or laptop. What is the impact of this paradigm shift?

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MOBILE MARKETING FOR NETWORK MARKETING DISTRIBUTORS

Smartphones represent more than 50% of new mobile devices being purchased, and the growth of connected devices will soar throughout 2014. In fact, Ericsson estimates there will be over 50 billion connected devices in circulation by 2020, including laptops, tablets and smartphones. In North America, 2013 marks the first time that online access is greater from mobile devices than desktop or laptop. In fact, according to a recent study by UK telecom provider O2, it seems we hardly ever use our smartphones for calling anymore!

What is the impact of this paradigm shift?

Among other things: the need to optimize newsletters for mobile reading, to optimize brand web sites through responsive design or mobile-first approaches, building mobile AdWords campaigns, etc. Not to mention the implications in location-based marketing and applications, from Foursquare to daily deals. At the end of the day, we now need to realize that mobile is the future.

I have been talking about Mobile Marketing for a couple of years. I had personally decided that in 2013 I needed to spend a large amount of my personal education time on learning all I could about this growing trend. If you feel the same, http://www.MoblleMarketingOnline.com is a great place to start. I have been testing mobile marketing campaigns off and on for the last couple of years. Some have done awesome, some have bombed. However every day I seem to be reminded that this is something all marketers need to master.

Dale Calvert started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at DaleCalvert.com. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at LocalMLMLeads.com